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Marketing to the Ontario Public Service (OPS)

a guide for Ontario's environment industry

ONTARIO'S GREEN INDUSTRY

Marketing to the Ontario Public Service (OPS)

a guide for Ontario's environment industry

September, 1997

Important note:
The specific contact names and phone numbers in this Guide are accurate as of publishing date but may change over time.

The Ministry of Environment and Energy does not assure or guarantee the accuracy or completeness of the information contained in this guide.

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About this Guide

This guide is a marketing resource prepared for Ontario's Environment Industry sector. It provides information for Ontario based environment industry suppliers who are targeting the Ontario Public Sector market for the first time. For companies in this sector who already do business with the Ontario Public Service (OPS), the information will provide a recent snapshot of OPS contacts and entry points as of the date of publication.

Note that this guide addresses issues of marketing to the OPS for this sector only. For example, Section 3 contains information for selected ministries that are more likely to obtain products/services from the environment industry sector.

The OPS procurement process has changed significantly over the past several years. For example, in order to improve efficiencies and reduce costs, many procurement functions have been decentralized. As a result there are now 780 purchasing points in the OPS. To further facilitate the decentralization of OPS procurement, the OPS Purchasing Card was introduced in 1996. Now all OPS offices use this card for smaller, day-to-day purchases. These and other OPS procurement systems are described in this guide.

The Ministry of Environment and Energy's (MOEE) Green Industry Office will be collecting updates on OPS procurement for future distribution to Ontario's environmental industry sector. If you wish to be included on this distribution list, *please use the faxback contact form found at the end of this guide.*

The Guide is divided into four sections:

1) **How the OPS procurement system works**
2) **Basic OPS marketing tools**
3) **Selected OPS contacts**
4) **Green procurement resources**

For further information about the Green Industry Office and how it can help your environmental business, please call (416) 323-4578.

For general information about the Ontario Ministry of Environment and Energy, please call
1-800-565-4923 (toll free)
or (416) 325-4000, or visit the ministry's web site at:
http://www.ene.gov.on.ca

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SECTION 1

How the OPS procurement system works

This section describes what rules apply to the procurement of goods and services in the Ontario Public Service and what process is followed to make these purchases.

General information about OPS procurement policy

As with all OPS government activities, procurement is governed by Management Directives. These directives are developed by the Management Board of Cabinet to guide the operations of the Ontario government. They are occasionally revised or modified to adapt to changing circumstances and public priorities.

A critical path at the end of this section summarizes the information below and offers a simple approach for reaching your target OPS markets.

There are two sets of directives of particular relevance to this sector. Directive 2-1: Suppliers, equipment and services governs supplies, equipment and services procurement for Ontario's ministries, Schedule I agencies and other specified scheduled agencies. Directive 2-3: Consulting services governs consulting services. These directives are under revision at the time of publication; however, the underlying philosophy is not expected to change significantly. The key components and major differences between the two directives, the contract dollar limits and the way in which the supply contracts are assigned and administered, are detailed below.

Key points in Directive 2-1: Suppliers, equipment and services

Directive 2-1 applies to the planning for, acquisition and management of suppliers, equipment and services, including construction contracts.

All procurement is subject to the terms of Ontario's trade agreements (i.e. Agreement on the Opening of Public Procurement for Ontario and Quebec, and the Agreement on Internal Trade or AIT).

The provisions of the trade agreements apply to:

- goods valued at $25,000 or more,
- services valued at $100,000 or more,
- construction valued at $100,000 or more.

Below these thresholds, the OPS uses a competitive process which varies by ministry.

Advertising OPS bid solicitations

At least one of these notification methods must be used for procurement governed by Ontario's trade agreements
(see the threshold amounts outlined above).

1) Use of an electronic tendering system equally open to all suppliers across Canada. Most ministries have been using the Open Bidding System (OBS), *(see description in Section Two),* however, some have their own electronic systems. *(these are described under specific ministry headings in Section Three).*

2) Advertisements in the Globe and Mail for supplies, equipment or services, or the Daily Commercial News for construction, and operation and maintenance services.

3) Use of source lists that are fully open to all qualified suppliers. All registered suppliers in a given category must be invited to bid. Source lists are derived through a request for qualification published through either of the two above methods. Where there is are an excessive number of potential suppliers for the tender, some offices use a rotating bidders list and invite bidders to bid on a rolling invitation basis.

Bid solicitation methods for procurement not governed by Ontario's trade agreements

Each ministry's procurement department has its own practices for procurement levels below the trade agreement thresholds. Many post all their bid solicitations on the OBS. Some ministries also use a backup manual system of suppliers lists to ensure that they are reaching all potential suppliers when posting solicitations on the OBS .

TIP: Whether or not the bid is governed by Ontario trade agreements, each ministry uses a different combination of methods to meet their unique procurement needs and ensure that the bid is adequately advertised. Some ministries use the OBS exclusively, while others use a combination of methods. Be aware of your target procurement office's practices. Ensure that they know about you and have you on their formal qualified bidders lists and their informal suppliers lists.

Access for suppliers to compete for government business is to be open, fair, consistent and geographically neutral *within Canada*.

The environment clause in the procurement directive

This clause could be important if your products/service can help the OPS meet the following provision:

For all tenders estimated over $10,000, environmental considerations such as reduction, reuse and recycling measures must be incorporated in developing commodity specifications, terms and conditions and incontract award decisions. The Federal Environmental Choice (now called Ecologo) standards are mandatory for acquiring goods and services.

Maximum justifiable weighting of cost

Deputy ministers are responsible for ensuring that the maximum justifiable weighting of cost is used in the evaluation of bids. This means that cost must be given the highest weighting possible in the breakdown of variables that will be used to evaluate bids. The bidders' evaluation scheme is provided in the bid solicitation documents.

The OPS Purchasing Card

This card was introduced to reduce the cost of acquiring and paying for low dollar value goods and services. The result is that purchasing for low cost items takes place at the end user's office and not in each ministry's procurement office. Current spending limits are generally $1,000 or less per transaction and $10,000 for standing agreement purchases.

TIP: If you are in the business of selling low transaction dollar goods and services you will need to reach the end users in the OPS instead of the ministry's procurement officers. This means contacting government staff within each ministry.

Common purpose procurement (CPP)

Common purpose procurement (CPP) is a competitive procurement process used for selecting private sector partners who will work closely with a ministry on identifying, developing and implementing innovative services. While traditional procurement methods are suitable for most government acquisitions, CPP is used for complex business projects such as information technology projects. The two key criteria for using CPP are: having a defined business problem that cannot be addressed with off-the-shelf technology; and shared risks, investments and rewards by both the vendor and client ministry. The CPP tendering process consists of a multi-stage evaluation process to select a vendor-partner for the ministry. In the first stage, vendors submit a short proposal in response to a brief RFP. Short-listed vendors from stage one are invited to make an oral presentation to an evaluation team in the second stage. The successful vendor is chosen by consensus of the evaluation team, based on the oral presentation. A pilot phase often precedes the full scale project.

Central common services

Central common services refers to goods and services that are procured by a designated "sole supplier ministry on behalf of all other ministries. The breakdown of 'sole supplier' ministries is under revision and is expected to change significantly in 1997.

TIP: A revised listing will be distributed to recipients of this guide when available; so make sure you send us the faxback contact form at the end of this guide.

Canadian price preference for goods and services

Our Canadian content policy covers goods and services that are fully or partly made in Canada. We will deduct up to 10 percent for Canadian content from the bids of suppliers (depending on what we require) when a contract's estimated value is $15,000 or more.

Key points in Directive 2-3: Consulting services

Directive 2-3 is based on the same principles as Directive 2-1 in terms of trade agreements, access to OPS bid opportunities, fair treatment of suppliers, and Canadian price preference.

When the ceiling price of the contract (including all fees and expenses) is under $25,000, the acquisition procedures are determined by the ministry.

When the ceiling price of the contract is over $25,000 the services must be acquired through a competitive process that generally consists of:

1) written request for proposals
2) written evaluation of proposals
3) written agreement
4) bidder debriefing, upon request of bidders
5) the ministry must select the consultant with the lowest evaluated cost from among those consultants capable of completing the assignment to the satisfaction of the ministry.

When the ceiling price of the contract is $100,000 or more, the call for tenders must be issued through the OBS, advertising or open suppliers lists *(as described in Directive 2-1)*.

The critical path to reaching your target OPS markets

STEP 1

Determine if your firm is considered a goods/service firm or a consulting service.

The OPS process for selecting its goods or services (including construction) suppliers differs slightly from the process for selecting consulting services suppliers.

The services listed below are classified by the OPS as consulting services.

All other services (such as building maintenance contracts, advertising and creative communications services, public opinion polls, market research studies or legal services) are handled under the goods/services category.

Tenders that fall under the consulting services category:

- management consulting
  (planning, organizing, directing and controlling activities to assist managers in analyzing management problems and recommending solutions);
- information technology consulting
  (electronic data processing, telecommunications or office automation);
- technical consulting
  (accounting, actuarial science, architecture, appraisal, community planning, employment/ placement, engineering, health sciences, interior design, realty, social sciences, surveying and training/education instructors);
- research and development
  (investigative study for the purpose of increasing the available store of knowledge and/or information on a particular subject).

STEP 2

Determine how bid opportunities are advertised and track them.

Goods/Services

If goods contract valued at less than $25,000, method varies by each ministry.

If goods contract valued at more than $25,000, the ministry must use OBS or other recognized alternatives.
(as outlined in summary of Directive 2 -1, pg 5).

If services or construction contract valued at more than $100,000, the ministry must use OBS or other recognized alternatives.
(as outlined in summary of Directive 2-1, pg 5).
If less than $100,000, method varies by ministry.

Consulting Services

If consulting contract valued at less than $25,000, method varies by each ministry.

If consulting contract valued at more than $25,000, the services must be acquired by a competitive process.
(as outlined in summary of Directive 2-3, pg 7).

If consulting contract valued at more than $100,000, the ministry must use OBS or other recognized alternatives.
(as outlined in summary of Directive 2-3, pg 7).

Understand how to monitor bid opportunities

Determine how the OPS would advertise an opportunity related to your business.

Note that some ministries are exempted from these thresholds. These exemptions are highlighted in the individual ministry descriptions found in Section Three. For instance, the Ministry of Transportation uses a qualified bidders list for its Consulting Services Branch and is therefore not required to use the new provincial electronic tendering service (MERX).

Many ministries will use the MERX for all bid solicitations to ensure that most of their tenders are posted on the provincial electronic tendering service, even if the tender is below the value at which such electronic posting is mandatory. Refer to Section Three *(page13)* for specific ministry procurement policies.

STEP 3

Contact target ministries.

- Contact/meet with Ministry's procurement officers.
- Identify client/end-users within ministries and contact/meet with them.
- Have company name added to informal and formal supplier's lists.
- Advise all ministry contacts of company and product/service updates.

Generally speaking, the recommended approach to contacting target ministries is as follows:

1) Inform the procurement office and that ministry's officer responsible for your product/service category about your offering.

2) Ask about adding your offering to informal and formal suppliers lists.

3) Client offices, the end users that initiate bids, keep their own bidders lists for small tenders that are below the formal tendering threshold. They also help the procurement office with developing the qualified bidders lists for their competitive tenders. Therefore it is important that your offering is known to potential end users. Ask the ministry procurement officers for names of and/or introductions to potential end users.

4) Contact the Human Resources branch of your target ministry for recent organization charts (use the OPS Telephone Directory to locate the Human Resources branches). These charts will help you identify end user offices that may have an interest in your offering.

5) Update all your ministry contacts whenever there is company news or changes in product/service offerings.

6) By maintaining a regular dialogue with end users, you are in a better position to respond to competitive tenders, since you will already understand their unique needs. Once a bid is officially tendered, suppliers are not permitted to contact the end users or clients directly. Advance liaison and professional relations can give you a competitive edge.

STEP 4

Respond to all bid solicitations.

- Advise ministry contacts when opting to not respond to ensure remaining on suppliers lists.
- Ask for bidder's debriefing if not successful bidder.

Some tips about responding to bid solicitations

1) If you are contacted to respond to a bid solicitation (see below for common bid types) you should advise the contacting office of your intentions even if you do not intend to compete. By informing them of your reasons for not competing you are conveying your interest in future opportunities and strengthening your company's profile within that ministry.

2) The following are commonly used methods for soliciting bids:

- telephone buy
- request for information (RFI)
- request for qualification (RFQ)
- request for tender (RFT)
- request for proposal (RFP)

3) An excellent resource for proposal writing can be found in the federal Public Works and Government Services Canada (PWGSC) information kit called "Your Guide to Doing Business With PWGSC". To order a copy call 1-800-361-4637.

4) Make sure your proposal addresses specifically the terms (mandatory criteria) of the bid solicitation. If your firm has an alternate solution to the problem, provide this alternative but do not ignore the mandatory requirements as you will risk being disqualified on that basis.

5) If you are an unsuccessful bidder, ask for a debriefing to learn where you need to make improvements and to become better acquainted with the ministry's needs.

SECTION 2

Basic OPS marketing tools

This section describes recommended market intelligence resources that will help you to identify business opportunities and contacts within the OPS.

The provincial electronic tendering service (MERX)

A new company is now operating the electronic tendering service that gives suppliers access to federal and provincial — including Ontario government — contracts across the country.

The provincial electronic tendering service (MERX) has information needed by suppliers interested in bidding on Ontario government contracts for goods valued at $25,000 and over, and services valued at $100,000 and over. MERX, the computerized on-line tendering service, also provides information suppliers can use to bid on government contracts across the country. The federal government and the provinces of Alberta, Saskatchewan, Manitoba, Quebec and Prince Edward Island are all using MERX to advertise their contracting opportunities. Electronic tendering gives suppliers fair and open access to government contracts, while giving government access to a wide selection of suppliers and thuis access to the best possible quality, service and pricing. Electronic tendering has, since the Ontario government signed on in 1994, been used to procure such items as information technology, telecommunications, office equipment and courier services.

This new provincial electronic tendering service will be introduced in June 1997, by Cebra, a subsidiary of the Bank of Montreal. Cebra won the three-year contract in a competitive bidding process and will take over the operation of the service from Information Systems Management (ISM), which had been running the Open Bidding Service (OBS) since 1992. This new system is lower cost and more flexible than the previous system. For example, the new system will use the Internet as a delivery mechanism. During the transition period from OBS to MERX, service will not be disrupted nor suppliers be charged a double rate; contact MERX for details.

To use MERX, you will pay three costs: an annual user fee to browse the database with your own personal computers and a modem; applicable on-line usage charges; and a fee for the bid documents you order. You can also receive these documents in hard copy by mail, fax, or courier.

Cebra will also work with users and interested business and industry associations to test the user-friendliness of the software and the new system search feature. Further information and help with questions about MERX is available from Cebra by calling 1-800-964-MERX(6397), or by visiting its website at www.merx.cebra.com.

Resource information from Publications Ontario

Toronto area: 416-326-5300 or 1-800-668-9938

Personal Shopping: 880 Bay St. (2 blocks north of College Street)

Fax orders: 416-326-5317

Ottawa area: 613-238-3680 or 1-800-268-8758

Personal Shopping: Rideau Shopping Centre 50 Rideau St.

Fax orders: 613-787-4055

You may also call to subscribe to the monthly checklist of new publications, some of which could be useful in your marketing efforts.

The Government of Ontario telephone directory

Each year the Government of Ontario updates and publishes its telephone directory. This directory provides a road map of Ontario's ministries, agencies, boards and commissions. It is an absolutely essential source book not only because it provides contact names and phone numbers for all governments offices (including the procurement offices), but because it helps you to understand the reporting structure of your target ministries and to identify potential end users for your product/service.

($9.00 + GST & PST = $10.35)

The Government of Ontario KWIC Index

The Government of Ontario also publishes an annual guide that provides more detail about the mandate and operating activities within its Ministries, Agencies, Boards and Commissions. Its is a useful and highly recommended complement to the telephone directory.

($15.00 + GST & PST = $17.25).

Ministry of Finance, Public Accounts of Ontario, Volume 3, Details of Expenditure, 1995-1996

Volume Three of the Public Accounts contains expenditure details for each ministry. It can be useful for learning about past expenditures for materials and supplies within ministries. For example, the names of suppliers who were paid more than $50,000 are listed in alphabetical order, by ministry, under the Other Payments, Materials & Supplies heading.

($19.00 + GST & PST = $21.85)

Tips on how to do business with the Government of Ontario

The Management Board Secretariat (MBS), Purchasing Services Branch offers an information kit which can be obtained at no cost by calling 416-327-3555; please leave your full name and address in order to receive your copy of this kit by mail. The information kit contains general procurement information and services offered through MBS.

Public Works and Government Services Canada PWGSC – Your guide to doing business with PWGSC.

This guide is an excellent resource for federal procurement processes and for issues that are common to both the federal and OPS jurisdictions. Their Fact Sheets of particular note are:

- Writing Better Proposals
- Canadian Content
- Trade Agreements and Government Procurement

To obtain your copy and learn about PWGSC's procurement workshops, call: 1-800-361-4637 or 613-737-3374.

SECTION 3

Selected OPS contacts

This section outlines the OPS procurement staff in key Ontario ministries whose procurement may include environmental goods and services.

The Government of Ontario Purchasing Council

The Government of Ontario Purchasing Council consists of the senior purchasing officer or program manager responsible for purchasing and materials management in each ministry and agency. The council's purpose is to promote the highest standards and practices in procurement. The members list is found in the Councils and Co-ordinators section of the Government of Ontario Telephone Directory *(page 587 of the Fall/Winter 1996-97 edition)*. These contact names provide a complete list of all the central procurement offices within the OPS. By cross referencing their names to the alphabetical listing at the end of the same telephone directory, you will find the procurement office and staff listing for each ministry and agency.

Selected ministries: Contact list and procurement process

It is important to make sure that the ministries you are targeting are well informed about your company and that they are abreast of your new offerings as they develop. Do not wait until a tender is issued to educate them about your company. Also keep in mind that many contract values are below the thresholds where tenders must be broadly advertised. In these cases, procurement offices sometimes rely on their personal knowledge of qualified suppliers to develop a bidders invitation list.

The following provides specific information for selected Ontario ministries that are either more likely to use products/services from the environment industries sector, or that are larger ministries in terms of procurement expenditures.

All page references are for the Government of Ontario Telephone Directory, Fall/Winter 1996/97 Edition.

Ministry of Agriculture, Food and Rural Affairs (OMAFRA)

Procurement office contact:

Pat Kulczyk *(page 46)*
Purchasing Officer
Financial Operations Section
Financial Management Branch
Ministry of Agriculture Food and Rural Affairs
2nd Floor , 801 Bay St.
Toronto, ON M7A 2B2
tel: 416-326-3164
fax: 416-326-3329

Mandates include:

Encourage efficient and dynamic development of the total agriculture and food sector. Programs include marketing, quality standards, foodland preservation and improvement, advisory and technical services to farmers.

1995-96 materials and supplies expenditures:

approx. $50 million

What you should know:

- The Ministry's Financial Operations Branch does all central ordering, while the branches do day-to-day buying.
- The OBS is heavily used as is the green procurement clause.
- This ministry is currently transferring all administrative databases to an integrated system. A detailed item file will be available late in 1997 to act as a shopping list of what the ministry typically buys.
- OMAFRA's Education and Research Laboratories Division used to be a large buying group for this ministry. This division is being transferred to the University of Guelph. Examples of items this division purchases include soil samplers and marking ink.
- Contact the central purchasing officer listed above for guidance about which branches should know about your offering.

Ministries of Attorney General (AG) and Solicitor General, and Correctional Services (SGCS)

Procurement office contacts:

Jeanette Dias D'Souza *(page 94)*
Manager, Strategic Procurement
Ministry of Attorney General
5th Floor, 720 Bay St.
Toronto, ON M5G 2K1
tel: 416-326-4067
fax: 416-326-4312

Mike Peplinskie *(page 94)*
Senior Purchasing Officer
Strategic Procurement
Ministry of the Attorney General
PO Box 4100, 3rd Floor,
200 First Avenue W.
North Bay, ON P1B 9M3
tel: 705-494-3166
fax: 705-494-3161

Janice Harned
Senior Purchasing Officer
Strategic Procurement
Ministry of the Attorney General
Lincoln M. Alexander Bldg.
777 Memorial Ave.
Orillia, ON L3V 7V3
tel: 705-329-6839
fax: 705-329-6842

Mandates include:

Note that the Strategic Procurement Section of the Attorney General handles procurement needs for both the Attorney General and the Solicitor General and Correctional Services.

Attorney General (AG)

Deliver justice to a diverse community by enforcing rights and responsibilities, protecting rights of the vulnerable, supporting fair, affordable systems for resolving disputes and providing legal services to government.

SGCS

Responsible for police services, public safety and security, the operation of provincial correctional facilities and the provision of probation and parole services.

1995-96 materials and supplies expenditures:

approx. $292 million (combined)

What you should know:

The three strategic procurement offices listed above handle central procurement services for the two ministries.

- Purchasing authority has been delegated to its facilities (jails, courts, police) for many of its common commodity needs.
- These ministries are major buyers of food related products and facilities maintenance commodities.
- Trilcor Industries, listed below, runs inmate work programs to fabricate products for use by government ministries. Profits from this operation subsidize the cost of running institutional operations.

Other useful contacts:

Graham Field *(page 499)*
Manager
Adult Institutional Services, SGC
PO Box 4100, 3rd Floor,
200 First Ave. W.
North Bay, ON P1B 9M3
tel: 705-494-3358

Glenn Semple *(page 498)*
Manager
Young Offenders Services, SGC
PO Box 4100, 3rd Floor
200 First Avenue
North Bay ON P1B 9M3
tel: 705-494-3339

John Miller *(page 499)*
Manager
Trilcor Industries, SGC
PO Box 4100, 3rd Floor
200 First Avenue
North Bay ON P1B 9M3
tel: 705-494-3354
fax: 705-494-3364

By contacting the Strategic Purchasing, SGC and Trilcor offices, you will be directed to the officer that is handling your commodity category and to potential end user offices. You may also wish to contact any of the institutions' superintendents listed on page 507 of the OPS telephone directory. The contacts provided above will be able to indicate whether contacting individual institutions is appropriate for your business.

Ministry of Community and Social Services (COMSOC)

Procurement office contact:

Scott Thompson *(page 129)*
Senior Purchasing Officer
Financial and
Administrative Services Branch
COMSOC
10th Floor, 2 Bloor St. W
Toronto, ON M4W 3V5
tel: 416-327-4602
fax: 416-327-0548

Mandate includes:

Provide programs and services for: children, adults, the physically handicapped, the developmentally handicapped and those in financial need.

1995-96 materials and supplies expenditures:

approx. $95 million

What you should know:

Procurement officers maintain an inventory of supplier names from previous contracts, bids and quotes for issuing Requests for Proposals and non OBS-based tenders.

- High ticket items are handled centrally. Local offices and facilities handle items up to $25,000, while area offices generally handle transactions up to $2,000.
- Since the ministry manages facilities for the developmentally handicapped, it sometimes consolidates its buying with the Ministry of Health. There are currently seven of these facilities; however, with ministry downsizing announcements, this number is expected to change.

Ministry of Environment and Energy (MOEE)

Procurement office contact:

Barbara Dodds *(page 240)*
Team Leader, Procurement
Ministry of Environment and Energy (MOEE)
8th Floor, 40 St. Clair W.
Toronto, ON M4V 1M2
tel: 416-314-4087
fax: 416-325-6362

Mandate includes:

The ministry's mission is to:

- protect the quality of the natural environment;
- encourage conservation of energy, material and water resources;
- ensure reliable and affordable energy.

The ministry's mandate includes considering the whole ecosystem, using prevention as the starting point and encouraging conservation and sustainable use in its guiding principles.

1995-96 materials and supplies expenditures:

approx. $54 million

What you should know:

- MOEE is a significant buyer of environmental consulting services used to facilitate the delivery of its many central programs and field office operations.
- In addition to consulting services, MOEE buys such things as lab equipment, monitoring equipment, and modeling and analysis software.
- A prospective supplier should contact the central procurement office above for direction to appropriate contacts within the ministry.

Ministry of Health (MOH)

Procurement office contact:

James Kovacs *(page 332)*
Manager
Purchasing Services
Supply and
Financial Services Branch
Ministry of Health
99 Adesso Dr.
Concord, ON L4K 3C7
tel: 416-327-0765
fax: 416-327-0762

Mandate includes:

A complete listing of administrative, supporting programs and ministerial agencies can be found in the KWIK index and the OPS telephone directory.

1995-96 materials and supplies expenditures:

approx. $189 million

What you should know:

MOH has centralized procurement responsibilities for all of MOH's internal program areas, agencies, boards and commissions, and does the purchasing for Ontario's psychiatric hospitals. MOH does not do the buying for Ontario's hospitals. Purchasing authority has been delegated to all hospitals except psychiatric facilities.

- MOH is developing a Supply and Financial Services web page within the MOH web site that will outline purchasing activities and contacts (go to the Ontario Government home page at www.gov.on.ca).
- MOH has its own internal registry system for suppliers. To be listed on the ministry's Vendors List, send a fax request to 416-327-0762. Staff will send a Tenders List Application (see Appendix III for a sample application) and an information package to you. You may also wish to schedule a meeting with staff in this department to introduce them to your company.
- HealthPro Procurement Services Inc. handles procurement on behalf of over 200 medical institutions in Ontario. Healthpro negotiates contracts for commodity groupings that are typically purchased by member institutions. Contact: Eleandra Fusco, Program Co-ordinator at 416-239-2220 ext.320.
- Note: HealthPro is a new organization and at this time does not handle new product developments. New product developments can be presented directly to materials management or procurement directors within each institution. The contacts for these institutions can be found through The Guide to Canadian Health Care Facilities, which can be obtained from:
  The Canadian Health Care Association
  17 York St., Ottawa, ON, K1N 9J6
  tel: 613-241-8005
  fax: 613-241-5055

Ministry of Northern Development and Mines (MNDM)

Procurement office contact:

Sharon Tansley *(page 477)*
Senior Purchasing Officer
Business Services
Ministry of
Northern Development and Mines
5th Floor, 159 Cedar St.
Sudbury, ON P3E 6A5
tel: 705-670-7337
fax: 705-670-7333

Mandate includes:

Encourage mineral investment and exploration.

- Identify core businesses which will help build a strong and vibrant north while focusing on core support for the mines and minerals industry.

1995-96 materials and supplies expenditures:

approx. $115 million

What you should know:

- A review of the most recent OPS telephone directory will help you identify regional field offices that may have an interest in your offering. For example, in the Mines and Minerals Division (page 481) there are Mining Lands field offices, several Geological Survey offices and a Geoscience Laboratories Section.
- Commodities/services sourced by this ministry include specialty laboratory equipment, supplies and equipment and lab sample analysis services (i.e. instrumental neutron activation, geo-chronological and geochemical).
- Companies not currently doing business with this ministry should send a letter or information package outlining what type of services/goods they provide (use mailing address above). The procurement office will make sure that the buyer assigned to your commodity category receives a copy. It will also distribute your package to end users at local purchasing points (several copies of your brochures would be useful for distribution purposes). Personal meetings with procurement staff and end user staff are also welcome and can be arranged through the contact listed above.

Ministry of Natural Resources (MNR)

Procurement office contact:

Jim Macdonald *(page 463)*
Manager
Purchasing and Payables Section
PO Box 6500, 300 Water St.
Peterborough, ON K9J 8M5
tel: 705-755-2581
fax: 705-755-2508

Mandate includes:

- Resource development and outdoor recreation for the continuous economic and social benefit of the people of Ontario.
- Administer, protect and conserve public lands and waters.
- Deliver programs concerned with the use of the physical resources of land, water, trees, fish, animals and certain minerals for resources utilization and recreation.

1995-96 materials and supplies expenditures:

approx. $216 million

What you should know:

- The OBS is used exclusively for ALL tenders over $15,000.
- The central procurement office does not maintain a separate vendor list and generally does not rely on personal sourcing information.
- Examples of items sourced include aircraft equipment, fire equipment, tree planting services and parks supplies.
- There are two purchasing units for this ministry (note that this office has been reorganized since the current telephone directory was published). These purchasing co-ordinators should be contacted to learn about specific supply opportunities in their regions.

  Peterborough office: Betty Burgess 705-755-2501
  Sault Ste. Marie: Mark Parsons 705-945-3708

Ministry of Transportation (MTO)

Procurement office contacts:

Laura Keatings *(page 537)*
Team Leader
General Commodities
Acquisitions and
Fleet Management Office
Ministry of Transportation
8th Floor, 8-007, 301 St. Paul St.
St. Catherines ON L2R 7R4
tel: 905-704-2303
fax: 905-704-2855

George Savage *(page 537)*
Team Leader
Vehicles and Fuels
Acquisitions and
Fleet Management Office
Ministry of Transportation
8th Floor, 8-110, 301 St. Paul St.
St. Catherines ON L2R 7R4
tel: 905-704-2907
fax: 905-704-2855

Douglas Peck *(page 543)*
Manager
Consultant Acquisition Services
Ministry of Transportation
2nd Floor South, 301 St. Paul St.
St. Catherines ON L2R 7R4
tel: 905-704-2150
fax: 905-704-2030
Internet: peckdo@epo.gov.on.ca

Mandate includes:

- Plans, designs, constructs and maintains Ontario's provincial highway system.
- Administers programs such as the Vehicle Emissions Project; supports the development of new transportation technologies.
- Plans and operates the province's municipal airports, transit systems, and ferry services.

1995-96 materials and supplies expenditures:

approx. $172 million

What you should know:

The MTO procurement office has two sections of significance to suppliers in the environment industry sector:

1) **The Fleet Management Office**

- Consists of the General Commodities Group and the Vehicles and Fuels Group.
- All tenders are posted on the OBS; however some staff keep manual lists of suppliers and notify them when a tender is posted on the OBS. This office also uses pre-approved product and supplier lists; therefore personal meetings with these people would be useful.
- The New Products Committee evaluates new products for use by the ministry. New products are tested in their labs and then added to pre-approved lists. The Maintenance Operations and Equipment Engineering Office (page 538) tests new products for the committee.
- In addition to the Corporate Procurement Office listed above, there are five regional purchasing officers for MTO. Suppliers should contact all of them in their sales efforts since each region selects their own local suppliers *(see regional and district offices, page 552)*.

2) **Consultant Acquisition Services**

- This section does not use the OBS for posting tenders. Instead, it uses a Qualified Vendors List where suppliers are screened via company descriptions and their references and then invited to bid on contracts. Staff use the Consulting Engineers of Ontario directory and other industry directories for sourcing suppliers.
- This office is developing an on-line consultants registration system which allows a supplier to apply electronically to be a registered supplier. A MTO manager will use the system to select bidders for a project. This system will have 24 areas of specialty in the environmental area alone and should be fully operational some time in late 1997.

Ministry of Transportation (MTO) *cont'd*

- Contact this office to inform staff about your services and to ensure that you are on its mailing list so that you are advised when the new system is launched.
- Every MTO regional office also has its own environmental office and procurement office. Suppliers should contact the regional staff *(see regional and district offices, page 552 of the telephone directory)*.

Ontario Realty Corporation (ORC) of the Management Board Secretariat

Procurement office contact:

Edward Scott
Senior Manager
Technical Services
Ontario Realty Corporation
11th Floor, Ferguson Block
77 Wellesley St. W.
Toronto, ON M7A 1N3
tel: 416-327-1873
fax: 416-327-1852

Mandate includes:

Managing government accommodation, marketing surplus government real estate assets and managing construction projects.

1995-96 materials and supplies expenditures:

not available

What you should know:

The ORC and Management Board Secretariat's Master Specifications are a major entry point for suppliers of building materials and services. These specs are developed in the Technical Services office and used in ORC and MBS for a building or construction related tender.

- Suppliers can contact the technical services office for a product assessment and for potential inclusion of their product or service in the master specifications. These specs are updated regularly through an electronic posting system.

There are two sets of master specifications:

1) Construction
2) Operation and maintenance

- New opportunities may exist for companies to supply services in the area of facility management including decommissioning and inspection of existing facilities.
- This office also writes specs for furniture, finishes etc. for the Management Board of Cabinet's centralized purchasing activities.

SECTION 4

Green procurement resources

This section contains a selection of resources as secondary marketing or market intelligence tools. A third party endorsement of your product/service or technology can be helpful when the environment procurement clause is being used in the tender evaluation. These sources may also reveal alternate marketing routes for your offering.

I – Standard setting, certification and/or product endorsement organizations

These organizations provide a third party system for evaluating and endorsing products or companies on the basis of their environmental properties. A third party endorsement may be helpful when bidding for tenders that include environment criteria in their evaluation criteria. These programs may also reveal alternate marketing channels outside the OPS for your offering.

Blue Angel Program

Umweltbundesant
Bismarkplatz 1, Sectin 115
14193 Berlin 275
Germany
tel: 030-8903-0
fax: 030-8903-2285

This German-based Blue Angel Program consists of several program streams:

1) Environmental labels

In March 1992, the Federal Republic of Germany's environmental label was introduced to the EC. It identifies products which during their entire life cycle — including development, manufacturing, distribution, and use — clearly have fewer effects on the environment than comparable traditional products. In 1993, about 4353 products in 71 product groups were marked with the >>Blue Angel<< environmental label (e.g., refrigerators and freezers without any CFCs, and solar equipment).

2) Product standardization

Technical standards for products are determined by the German Institute for Standardization DIN (DIN standards) and include environmental criteria.

3) Statutory prohibitions relating to chemicals

The Chemicals Act of 1982 obliges manufacturers and importers to register chemical substances with the authorities before putting into circulation. Products containing hazardous substances are subject to regulations on packaging and labeling.

4) Product legislation

The European Community has adopted a number of product directives — for machinery, gas appliances, and building products — which include requirements for the protection of the environment, such as the EC Building Products Directive which was translated into German law by the Building Products Act (Bauproduktengesetz).

5) Environmental Audit Regulation

The EC Environmental Audit Regulation, which came into force in April 1995, introduces the possibility for private-sector companies to voluntarily undergo environmental auditing. The audit reviews the environmental compatibility of the company's production processes and of the materials it uses, and supports establishment of environmental management within the company. An audited company receives an "eco label" that provides competitive advantages and facilitates financing efforts. The relevant certification procedure is regulated by the Environment Audit Act.

I – Standard setting, certification and/or product endorsement organizations

Canadian Standards Association (CSA)

178 Rexdale Blvd.
Etobicoke, ON M9W 1R3
tel: 416-747-4129
fax: 416-747-4292

The CSA publishes a variety of Information Products about international certification systems. These documents can be purchased through the CSA. Of particular note are their guidance documents for the ISO 14001 and 14004 standards and their Environmentally Responsible Procurement publications.

Ecologo (formerly the Environmental Choice Program)

Terra Choice Environmental Services Inc.
Suite 300, 2197 Riverside Drive,
PEBB Building,
Ottawa, ON K1H 7X3
tel: 613-247-1900
fax: 613-247-1195
email: ecoinfo@TerraChoice.ca
http://www.TerraChoice.ca/EcoLogo

This program is officially recognized in the current OPS environment procurement clause. Contact Jill Paterson at Ecologo for an information package about the program, certification process, certified products list or the First Annual EcoBuyer Catalogue.

Energy Star Program

Manager
Energy Star Program
U.S. EPA Atmospheric Pollution Prevention Division
401 M Street SW, (6202J)
Washington, DC 20460
tel: 202-775-6650
fax: 202-233-9575
toll free: 888-STAR-YES
Fax-back system: 202-233-9659
web site:
http://www.epa.gov/energustar..html

Sponsored by the U.S. EPA, this organization has a number of energy efficiency certification programs including programs for energy efficient office equipment and buildings.

I – Standard setting, certification and/or product endorsement organizations

Environment Technology Verification (ETV) Program

ETV Canada
300-2197 Riverside Dr.
Ottawa, ON Canada K1H 7X3
tel: 613-247-1900
fax: 613-247-2228

The ETV program verifies the performance claims of Canadian environmental technologies. If the claim is verified, the company is entitled to use the ETV Certificate in its marketing activities. As well, an ETV fact sheet outlines the conditions of performance and a summary report is prepared by independent experts.

Green Seal

1730 Rhode Island Ave. NW
Suite 1050
Washington, D.C. 20036
tel: 202-331-7337
fax: 202-331-7533
website:
http://solstice.crest.org/enviroment/GreenSeal

Green Seal is an independent, nonprofit organization dedicated to protecting the environment by promoting the manufacture and sale of environmentally preferable consumer products. It sets environmental standards and allows the use of its certification mark on products found to meet them. Green Seal also educates consumers on how to use their buying decisions to help the environment. Underwriters Laboratories Inc. (UL) is the primary testing contractor for Green Seal.

Scientific Certifications Systems

(previously called Green Cross)
The Ord Way Blvd.
1 Kaiser Plaza, Suite 901
tel: 510-832-1215
fax: 510-832-0359

Scientific Certification Systems (SCS) is an internationally recognized neutral third-party organization providing verification of manufacturer claims such as recycled content, biodegradability, water efficiency, no smog-producing ingredients, etc.

II – Procurement services / agencies

Some of these organizations maintain internal product lists of environmentally preferable products and suppliers. You may wish to work with these organizations to have your company included in these listings. Other organizations in this section are suggested marketing intelligence sources.

Build Green Program

David Bailey
Director, Build Green Inc.
ORTECH Corporation
2395 Speakman Dr.
Mississauga, ON L5K 1B3
tel: 905-822-4111
fax: 905-823-1446

The Build Green Program was initiated in 1991 to increase consumer awareness and builder awareness of innovative recycled content and renewable resource building materials.

The Build Green Labeling Program was designed to identify construction materials that are made from recycled content or renewable resources.

This labeling program is currently in transition from one delivery agency to a national delivery agency and is expected to be relaunched on a national basis in 1997.

Government of Canada Supplier Development Program

This program educates suppliers about how to do business with the federal government through seminars held annually across Canada.

These seminars provide practical information about marketing to government and contacting key Public Works and Government Services Canada (PWGCS) staff.

For more information on these seminars call: 819-956-3440 or go to their website at http://www.pwgsc.gc.ca.

Government incorporating procurement policies to eliminate refuse (GIPPER)

GIPPER is an organization of waste management and purchasing representatives from the federal, provincial and municipal levels of government.

The GIPPER's Guide to Environmental Purchasing provides environmental procurement suggestions and guidelines by product grouping.

For a copy of this guide contact the City of Toronto, Purchasing & Material Supply Division at 416-392-7313 ($3.00 per copy).

II – Procurement services / agencies

Green Procurement Institute (GPI)

GPI is a not-for-profit organization established to promote environmentally responsible procurement consistent with the principles of sustainable development.

GPI offers a variety of services including publications, newsletters, training courses, product directories, a website, etc. GPI was originally founded as the Canadian Buy Recycled Alliance.

Its Green Procurement Reference Manual is full of invaluable information for suppliers who want to become better acquainted with current green procurement practices and resources, and this same resource is available to members as electronic internet files.

582 Somerset St. W.
Ottawa, ON K1R 5K2
tel: 1-800-945-6555 or
613-237-4588
fax: 613-237-9900
email: gpi@thewillowgroup.com
Website: http://www.buygreen.com

The Provincial Electronic Tendering Service

Toll-free information number is
1-800- 964-MERX(6379)
Website: www.merx.cebra.com

MERX , the new provincial electronic tendering service, commenced in June of 1997. MERX will distribute information needed by suppliers interested in bidding on Ontario government contracts for goods valued at $25,000 and over, and services valued at $100,000 and over. MERX will also provide information suppliers can use to bid on government contracts in the federal government, Alberta, Saskatchewan, Manitoba, Quebec and Prince Edward Island.

The MERX service is provided by Cebra, a subsidiary of the bank of Montreal, as a lower cost and more flexible system than the previous Open Bidding Service (OBS) system. For example, MERX uses the Internet as a delivery mechanism. To use MERX, you will pay three costs: an annual user fee to browse the database with your own personal computers and a modem; applicable on-line usage charges; and a fee for the bid documents you order. You can also receive these documents in hard copy by mail, fax, or courier.

MERX™

Recycling Council of Ontario (RCO)

489 College St. Suite 504
Toronto, ON M6G 1A5
tel: 416-960-1025
fax: 416-960-8053

The RCO publishes and sells an annual buyer's guide to recycling based technologies, products and services.

RCO

PLEASE TEAR HERE

Fax Back Form

In order to keep you up-to-date on the latest trends and updates related to Ontario Public Service procurement (purchasing), we will need to have your current address and/or e-mail address. The Green Industry Office of the Ministry of Environment and Energy will send you bulletins, in the form of newsletters.

Please complete the form below.

NAME : _____

COMPANY : _____

ADDRESS : _____

PHONE NUMBER : _____ FAX : _____

E-MAIL ADDRESS : _____

Please fax back or mail to:

Fax: (416) 323-4436

Ontario Ministry of Environment and Energy
Green Industry Office
135 St. Clair Avenue W., 5th Floor
Toronto, Ontario M4V 1P5

Attn: Rebecca McKenzie
Tel: (416) 323-4219

READER RESPONSE FORM

PLEASE TEAR HERE

We value your comments.

By completing this form you will help us to increase our understanding of how we can best utilize resources and reduce costs.

Did you find the Marketing to the OPS: a guide for Ontario's environment industry of value to your business or operation ?

What part(s) of the guide did you find most useful ?

Were there organizations listed of which you were not previously aware ?

Are there areas in this guide that we can improve ?

Any other comments you wish to share ?

RESPONDENT'S NAME :

COMPANY :

ADDRESS :

PHONE NUMBER :

Please fax this Reader Response Form or mail to:

Ontario Ministry of Environment and Energy
Green Industry Office
135 St. Clair Avenue W., 5th Floor
Toronto, Ontario M4V 1P5

Fax: (416) 323-4436

Attn: Rebecca McKenzie
Tel: (416) 323-4219